

## **Historic, archived document**

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# *Live Trees Living Gifts*

*R*EFRESHING. Healthful. Charming. These beautiful plants and trees bring life and cheer indoors. It is easy and fun to care for them. Inspiring to watch them develop. You can give them to friends, old and young, with the comforting feeling that they will be adored.



INEXPENSIVE  
AND UNUSUAL



*ALL the trees and plants offered here are  
covered by*

**GUILD LIFE INSURANCE**

*and will be replaced without cost within  
six months if they do not flourish.*

# GUILD TABLE TREES



*for the festive note*

**M**ERE is a delightfully appealing way to adopt the living Christmas tree idea: A shapely spruce, standing 12 to 15 inches in a pretty artcraft pot, can be decorated in any number of ways. It is adorable on dinner table, mantelpiece or end table. This tree has been sheared and raised expressly for this purpose. It will make a valuable decorative evergreen for planting outdoors, after it has served its first purpose of giving holiday cheer.

ONE TREE *for* \$2.00

SIX TREES *for* \$11.00

ONE DOZEN *for* \$20.00

*Please add 20 cents per tree  
for parcels post charges.*

# GUILD GREETING TREES

## *A unique alternative to Christmas Cards!*

**G**IVE a little living tree! It expresses the spirit of Christmas exactly. Its tiny fragrant branches, its attractive green art-craft pottery container and saucer, and the neat way it is packed in a special parcels post carton, express the extra thought of the giver.

This tree has been brought up with loving care so as to live and grow. It is a charming miniature when delivered (about 6 to 8 inches tall), and with the right care it will grow into a large tree. It will not be discarded after its first duty of bringing Christmas cheer is done—but it will live on and develop into a fine decorative evergreen. With these trees you are giving real gifts, indeed. Gifts that ripen with the friendship of each successive year.

Will you be among the thoughtful people who will send out these lovable greetings this year?

Each Little Guild Greeting Tree has a charming setting. It comes already planted in an artcraft green glazed pot, with saucer to match. An appropriate card, and instructions for its care, are included in each package.

Trees are individually boxed in mailing cartons so that you can remail them to different friends if you wish. Or our Special Mailing Service will send them direct on the date specified with your own card enclosed. Prices—

One-half dozen	\$5.75
One dozen	10.50
100 Trees	75.00

*Please add 10 cents per tree for parcels post charges.*







# A Refreshing LIVING CHRISTMAS TREE For Your Family

**T**HE LIVING TREE GUILD champions the cause of living Christmas trees. We plead that they be not destroyed; we invite you to discover the joy and satisfaction to be found in bringing up a real tree. . . . ever gaining in beauty and in value.

It will add a unique touch to your Christmas to point to your tree and say—"It is alive!" Then, when planted outdoors, it will take on increased freshness and vigor, and will grow into a large tree.

If everyone who uses a Christmas tree would *plant* a tree, instead of buying a young tree whose life has been cut short, immeasurable gain would accrue. It would instantly reverse the deplorable condition now existing . . . the sacrificing each Christmas of 4 million young trees.

**We will deliver to  
your home \$3.95  
a Guild Tree  
Only**

Or you can get TWO  
trees for \$7.50.  
TEN TREES—\$36.00.

*If you prefer to have a delivery with all charges prepaid you should add fifty cents per tree. (West of the Mississippi please add \$1 per tree for express on prepaid shipments.)*

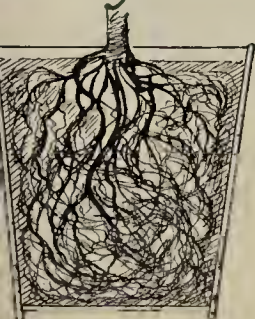
Shipments will be made from December 10th to 22nd—unless otherwise requested. There will be no extra charge for packing.

Will you do your bit this Christmas for the preservation of American forests by using a living evergreen? Your special friends will love them too!



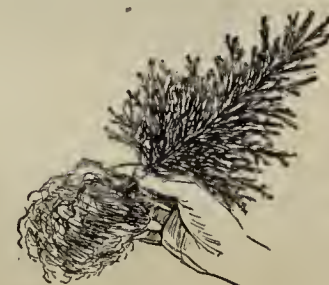
*These Guild Trees—root grown into their pots—stand 26 to 36 inches tall including the depth of the joyful red container. When you take the tree out of its box it is all ready for use—green, fragrant, living.*

## Why GUILD TREES can be GUARANTEED TO LIVE



**T**HIS year for the first time, ALL Guild Christmas trees are *rooted into their pots*. This is a special process that has taken time to perfect. It means that no roots are torn in potting. Thus, these trees have every chance of surviving. And it makes them far more beautiful than spruces grown in the usual way.

These are the most economical Christmas Trees you can have. They will grow and increase in value each year.







# CHOICE INDOOR PLANTS SPECIALLY SELECTED FOR CHRISTMAS GIVING



## SILVER PLANT

(*Dracaena sanderiana*)

A vivid plant. It captures the eye immediately. An eager grower, rather coquettish in its habits. The clear green leaves are outlined with silver-green stripes. In a warm room, given moisture and light, its colors become brilliant.

Averages 8 to 10 inches in beautiful Artcraft pot.  
Six plants—individually boxed and potted, ready for six friends—\$5.75 for all. ONE DOZEN \$10.50. (Please add 10 cents per plant for parcels post).  
ONE HUNDRED—\$75.00

## PARADISE PALM

(*Kentia forsteriana*)

This exquisite palm symbolizes ease of living, luxury. It has such an harmonious nature that it fits well into any situation. An interesting grower. It calmly builds up fresh green and ever taller fans in a mysterious way.

Averages 14 to 20 inches in green artcraft pot when delivered. EACH PLANT \$2.00.  
SIX PLANTS \$11.00. DOZEN \$20.00. (Please add 20 cents per plant for parcels post or express charges).



## RUBBER PLANT

(*Ficus elastica*)

Clean and strong; the broad glowing leaves of this famous plant carry a message of generosity. It is one of the most valuable of trees for indoor growing. If given sunshine and showers at intervals it will live years and make a fine lasting decoration for sun porch or hallway.

Averages 14 to 20 inches in green artcraft pot when delivered. ONE PLANT: \$3.95. TWO PLANTS: \$7.50. TEN PLANTS \$36.00. (Please add 30 cents per plant to cover parcels post or express charges).

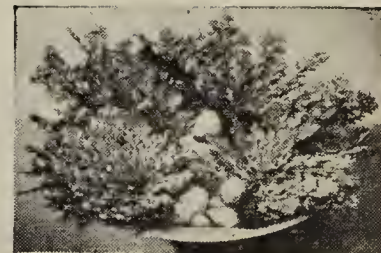
## RAINBOW PLANTS

(*Desert Ferns*)

One of Nature's strangest and most fascinating creations. When these plants reach you they are dry, curling feathery balls, brightly tinted in rainbow colors. Put them in a bowl of water. They unfold before your eyes,

becoming fresh, glistening green plants. Rainbow Plants live forever. You can let them curl up and forget them. Months later put them in a bowl of water. Again they perform their miracle of life. A rare novelty that will give you a dinner or luncheon table decoration at short notice. Four plants, as shown in the picture, make a display about 10 inches in diameter.

Each display—\$2.00 (consists of 4 plants neatly packed together in a special mailing carton.) SIX DISPLAYS—\$11.00. DOZEN DISPLAYS—\$20.00. (Please add 20 cents per display for parcels post).



## FERN PINE

(*Podocarpus elongatus*)

A rare tree. It has feminine charm, slim grace, and an amazing gift of blending decorum with freedom. This is perhaps the only outdoor tree ever developed by horticulture that is perfect for the house. It will flourish, putting on fresh growth, even in a dark hallway. There is a crying need for a tree like this which can adapt itself so faithfully to indoor conditions. If you haven't any place to grow trees outdoors grow Fern Pines indoors!

Average height 8 to 10 inches in green artcraft pot when delivered. Six trees—individually boxed and potted ready for six friends—\$5.75 for all. ONE DOZEN \$10.50. ONE HUNDRED—\$75.00. (Please add 10 cents per tree for postage).



We will send plants and trees direct to your individual friends, if you wish, on the date you specify. And your own card can be enclosed. These plants are scientifically packed and can be sent by parcels post anywhere in the United States. Advice for care is in each package.

# Everybody's talking about it!

*Our files are bursting with such letters from friends:*

*M. M., Cumberland, Md.*—"A real treasure."

*F. G. W., Brookline, Mass.*—"Surely are lovely."

*L. B., Ithaca, New York*—"I'm just thrilled with them."

*A. D. M., Summit, New Jersey*—"Thriving and growing 'to beat the ears!'"

*J. A. H., Latrobe, Pa.*—"It was so nice. Was my little grandson's first Xmas tree."

*D. B. B., Washington, D. C.*—"Simply charming and I could have done with dozens of them."

*New York City*—"One can almost see them grow. They are both a pleasure and an amusement."

*Queens Village, New York*—"It is a beautiful tree . . . As soon as I need some more shrubs or evergreens surely will turn to you for my supply."

*D. H. L., Rye, New York*—"I had one of your Christmas trees sent me at Christmas time and it did so beautifully I am anxious to try your other things."

*A. R. G., Howison, Va.*—"I sent four to friends who have replied they were so pleased and received them in fine condition. I love trees as pets, and these are giving us much pleasure here in the house."

*E. O. M., Brookline, Mass.*—"The tree I ordered sent to Vienna, Austria, safely reached my friend, much to his delight. My own hore right before me on my desk is growing and has become a real pet."

*Paul H. Davey, Vice-President of the Davey Tree Expert Co.*—"I wish to congratulate you upon the splendid enterprise which you have undertaken to promote the planting of little trees on the part of thousands of people."

*New York City*—"They almost all got new shoots soon after planting and are thriving nicely. Many friends have admired them and asked about them, so I hope it has meant and will continue to mean, new friends for your organization."

*Charles P. Taft, 2nd, Member of the National Council, and General Board of the Y.M.C.A.*—"Success to the Living Tree Guild! I know of no other organization like yours; and I am told that there are no trees grown more conscientiously."

*Haverford, Pa.*—"The trees arrived in good time for Christmas, were in excellent condition and were very much admired. As I gave them as favors, I have been interested in keeping in touch with the guests who were given the favors, and they are unanimous in their pleasure in watching the little trees grow, and delighted with their success with them."



The LIVING  
TREE GUILD



*National Headquarters for Guaranteed Living Trees*

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*Telephone ASHland 1990, 1991, 1936*